



NEWS RELEASE

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Baby Your Baby Says 13 is a Lucky Number

(Salt Lake City, UT) – What’s lucky about the number 13? Just ask the Baby Your Baby™ (BYB) program. In a new message aimed to improve the adequacy of prenatal care, BYB is encouraging women to see their health care provider before the 13th week of their pregnancy and to go back for at least 13 visits throughout pregnancy.

The new “Lucky 13” message emphasizes the reasons why regular and frequent prenatal care is important. Research shows that early and ongoing care leads to fewer serious pregnancy complications, healthier behaviors, better disease prevention and higher birth weights.

“By encouraging women to see their health care provider before week 13 and to go back for at least 13 visits, Baby Your Baby expects to see healthier moms and babies as a result,” says Scott D. Williams, M.D., deputy director at the Utah Department of Health (UDOH).

The BYB “Lucky 13” message comes as a result of the recent report published by the UnitedHealth Foundation, which ranked Utah 49th in the United States in terms of adequate prenatal care. About 4 out of every 10 women in Utah do not get adequate prenatal care, which is defined as care beginning in the first trimester and having at least 13 visits throughout pregnancy, depending on when delivery takes place.

“Research and focus groups have examined why some women in Utah do not get adequate prenatal care,” said Lois Bloebaum, R.N., UDOH Reproductive Health Program Manager. “The main reasons for women not seeing their health care provider were financial and this is where Baby Your Baby can help.”

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The BYB program provides immediate financial assistance to women who may not be able to afford prenatal care. If a woman meets certain income eligibility requirements, health care for the mother and unborn child may be available through BYB and Medicaid. If a woman is not eligible for BYB, other resources for financial help or low cost clinics may be available.

According to UDOH research, another reason women are not getting adequate prenatal care is fear. “First time mothers, especially teen moms, are often afraid because they did not plan or want to get pregnant,” says Bloebaum. “They don’t know what to expect and often have a general fear of seeing a health care provider. The Baby Your Baby program provides basic information on pregnancy so that women know what to expect.”

These materials include a BYB Health Keepsake book and videos on preparing for pregnancy and parenthood. The Health Keepsake book offers guidance on what one can expect during pregnancy and for a new baby’s well child care. It also provides a place to record important health information for the expecting mother and her baby. The videos provide information on such topics as choosing a health care provider, safety, breastfeeding, bottle-feeding, sleeping, diapering, car seat information and many more helpful topics.

To find out if you qualify for BYB assistance or for more information on other possible financial options, call the BYB Hotline at 1-800-826-9662.

Baby Your Baby™ was established in 1988 and is a partnership among the Utah Department of Health, Intermountain Health Care and 2 News.

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